



County of Santa Cruz

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DEPARTMENT OF PUBLIC WORKS

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JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

AGENDA: NOVEMBER 16, 1999

November 4, 1999

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: RESOLUTION IN SUPPORT OF HOUSEHOLD
HAZARDOUS WASTE GRANT APPLICATION

Members of the Board:

Public Works and City of Santa Cruz staff have been cooperatively working on development of a third satellite household hazardous waste collection facility at the City's Dimeo Lane Landfill. City and unincorporated north coast residents currently must travel either to the Ben Lomond Transfer Station or the Buena Vista Landfill for disposal of household hazardous waste (HHW). The purpose of this proposed project is to provide a more localized facility to better serve this rather large segment of Santa Cruz County residents.

The California Integrated Waste Management Board has released the application packet for the eighth cycle of their Household Hazardous Waste Grant Program. The City of Santa Cruz has completed an application for the latest grant cycle to: 1) fund start-up of their proposed satellite HHW collection facility, 2) expand and update the County's existing regional public education program to support the new facility, and 3) improve regional education and HHW management within the three Monterey Bay Harbor Districts.

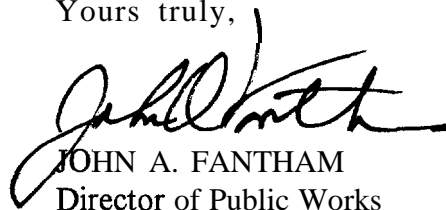
As the lead agency in charge of operating the existing regional HHW collection facilities, the County's role in this expanded program is being proposed to include several components. The County would continue to act as the regional administrator for contracted HHW recycling and disposal services for all three collection sites. The County would provide, under a future contract with the City, part-time staffing and technical assistance for the City's HHW operations. Regional public education would continue to be administered through the County of Santa Cruz Public Works Department with assistance from a proposed new steering committee composed of participating City and County staff and other involved local organizations.

Other grant funded programs related to harbor facilities and education would be cooperatively developed by harbor staff, Monterey Bay Marine Sanctuary staff and Ecology Action. Attached for your consideration is a resolution in support of the City's application for a Household Hazardous Waste Grant and a copy of the grant application narrative. A full application packet is on file with the Clerk of the Board for further reference.

It is therefore recommended that the Board of Supervisors take the following actions:

1. Adopt the attached resolution in support of the City of Santa Cruz's Household Hazardous Waste Grant application.
2. Direct Public Works to provide technical staff assistance to the City of Santa Cruz in development of a satellite household hazardous waste collection facility at the Dimeo Lane Landfill.
3. Direct Public Works to return on or before March 21, 2000, with a report and associated agreements regarding the County's administrative and operational participation with the City of Santa Cruz's HHW facility, if the City is successful in obtaining grant **funding**.

Yours truly,

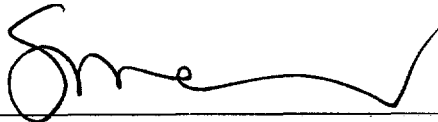


JOHN A. FANTHAM
Director of Public Works

RPM:bbs

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Bob Nelson, City of Santa Cruz Public Works Department
Virginia Johnson, Ecology Action
Public Works Department (Brian Kennedy)

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. _____

On the motion of Supervisor:
duly seconded by Supervisor:
the following Resolution is adopted

RESOLUTION SUPPORTING THE CITY OF SANTA CRUZ'S APPLICATION TO THE
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD FOR A
HOUSEHOLD HAZARDOUS WASTE GRANT - EIGHTH CYCLE

WHEREAS, the people of the State of California have enacted Assembly Bill 1220 (Eastin, 1993) that provides grants to local governments to establish and implement waste diversion and separation programs to prevent disposal of hazardous waste, including household hazardous waste in solid waste landfills; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for administration of the program within the state, setting up necessary procedures governing application by cities and counties under the program; and

WHEREAS, the City of Santa Cruz (City), in coordination with the County of Santa Cruz (County), has concluded that an expansion of household hazardous waste collection services to better support city and unincorporated north coast residents is needed at this time; and

WHEREAS, the County, as lead agency for operation of the existing household hazardous waste collection program within Santa Cruz County, has agreed to provide operational, educational, and administrative support for the proposed satellite facility at the City's Dimeo Lane Landfill.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Santa Cruz authorizes the City of Santa Cruz to submit to the California Integrated Waste Management Board a regional application for the Household Hazardous Waste Grant - Eighth cycle on its behalf The City of Santa Cruz is hereby authorized and empowered to execute all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz,
State of California, this d a y o f _____ 1999, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairperson of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:

Samuel Tom 11/3/99

Chief Assistant County Counsel

Distribution: County Counsel
Public Works

APPLICATION COVER SHEET

Applicant	City of Santa Cruz		
Department or Agency:	Public Works Department		
Street Address:	809 Center Street		
Mailing Address (if different from street address):	Same.		
City & Zip Code	Santa Cruz	95060	County: Santa Cruz

Regional Participants (if applicable):
City of Santa Cruz and the County of Santa Cruz, and other specific regional participants named herein.

Primary Contact (Name & Title):	Robert Nelson, Superintendent of Solid Waste		
Phone:	(831) 420-6273	Fax:	(831) 420-6274
Email Address:	bohn@ci.santa-cruz.ca.us		

Finance Officer (Name & Title):	Dan Whatley, Operations Manager		
Phone:	(831) 420-5556	Fax:	(831) 420-5161
Email Address:	danw.@ci.santa-cruz.ca.us		

Program Director (Name & Title):	John Clement, Public Works Director		
Phone:	(831) 420-5160	Fax:	(831) 420-5161
Email Address:	john.clement@ci.santa-cruz.ca.us		


Assembly District(s):	Assembly District 27
Senate District(s):	Senate District 15

Brief Project Description: The City of Santa Cruz proposes to establish a regional household hazardous waste collection infrastructure and education program in underserved areas within Santa Cruz County and at the harbors surrounding the Monterey Bay National Marine Sanctuary. The proposed program will:

- (1) establish two new permanent HHW collection facilities, one in the North Santa Cruz County/City of Santa Cruz Coastal corridor and the other at the Santa Cruz Port District;
- (2) implement a baseline regional HHW public awareness and education program, including the establishment of a working network of pollution prevention programs currently doing work within the region; and
- (3) establish a comprehensive HHW pollution prevention outreach program in three of the harbors surrounding the Marine Sanctuary.

Total Grant Request: \$299,995.00

Certification:
I declare, under penalty of perjury, that all information submitted for the Board's consideration for allocation of grant funds is true and accurate to the best of my knowledge and belief.

Signature:		Date:	1 1/1/99	Phone:	(831)420-5010
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Print Name and Title of Person Authorized by Resolution: Richard Wilson, City Manager

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Section
Need for the Proposed Program

Addressing the local issue of non-point source pollution from HHW:

The City of Santa Cruz and its regional partners recognize the vital need to protect our area's natural environment by providing adequate and convenient opportunities for residents to properly dispose of their household hazardous waste. If disposed of improperly, HHW degrades air quality, soil; and local waterways, and poses a substantial fire hazard. HHW generated by households contributes significantly to the problem of non-point source pollution statewide. This problem is especially troublesome on a local level because our region is comprised primarily of forest, wetlands and agricultural lands, together constituting a watershed that surrounds the largest marine sanctuary in the United States, the Monterey Bay National Marine Sanctuary. (Please refer to Map #2 in the *Attachments* section.) Our region has two existing HHW collection facilities which are geographically inconvenient for over 43% of the target population as well as those who use the harbors surrounding the Marine Sanctuary. Lower than average participation rates in the current HHW program also reflects the need for a baseline regional publicity and education outreach program and the siting of a closer more convenient collection facility.

The North Santa Cruz County coastal corridor, including the City of Santa Cruz, is especially sensitive to non-point source pollution because it relies almost entirely on surface water from various streams and rivers throughout the surrounding watershed and up the coast. Almost half of the region's population (43%) reside in this corridor, which currently does not have a convenient HHW collection facility. Hazardous and toxic materials generated by residents along this corridor and throughout the region include batteries, paints, solvents, antifreeze, detergents, waste oil and contaminated fuels. All of these materials are extremely toxic to the region's air, water and soil as well as to the aquatic organisms living within the Monterey Bay National Marine Sanctuary .

The harbors surrounding the Marine Sanctuary currently do not have the legal authority or infrastructure to temporarily store or transport these types of wastes, leaving harbor users with few convenient options for their disposal. These materials are often stored* in 'dock boxes or in boats, where leakage and flooding during washdowns result in releases to harbor waters. Harbor managers in all of the harbors surrounding the Marine Sanctuary report instances where fuel and hazardous materials are abandoned on docks or in parking areas. In addition to problems associated with wastes in small containers, leaking or flooded vessel fuel tanks create problems with disposal of contaminated gasoline and diesel fuel.

Additionally, there is a need for less-polluting boat maintenance products and practices within the harbors surrounding the Marine Sanctuary. Anti-fouling paints, which are commonly used on marine vessels below the waterline, contain toxic compounds which leach directly into the water or are sloughed off as particles into harbor bottom sediments. This process is accelerated by divers scraping hulls to remove heavier growth. In the process, hull scraping releases toxic paint particles into the water column. These particles bioconcentrate in the food chain and settle into the sediment. Above-water cleaning, repairing and refinishing of boats generates potentially toxic residues, dust particles, and spilled liquids also contaminate harbor waters and sediments. This type of maintenance work is often done on the water at the slip ("topside" work), in boatyards, or in unregulated work areas (parking lots). The discharge of pollutants either directly or via runoff into marine waters is extremely harmful to aquatic organisms. Boaters are often unaware of the harmful environmental impacts that certain products and practices can cause and do not have ready access to safer methods, or are otherwise reluctant to try alternative products and practices. Development of hazardous waste pickup, promotion of improved technologies and products for boat repair

and painting, and provision of education and technical information on these subjects to commercial and recreational boaters and marinas were key strategies recommended in 1996 to protect and enhance the receiving waters of the Monterey Bay National Marine Sanctuary. The Sanctuary's Water Quality Protection Program (WQPP), a coalition of 25 local, state, federal, public and private groups, met with boating groups, commercial fishermen, harbor staff and marine industry representatives to formulate practical and effective practices to protect Sanctuary waters. This proposal implements three of the seven priority strategies identified in the WQPP's Marinas and Boating Action Plan developed through this collaborative process.

The regional partners believe there is a strong need to establish two new permanent HHW collection facilities in underserved areas within the target region, provide temporary collection events at the harbors that surround the Monterey Bay National Marine Sanctuary to relieve stockpiles of materials, and to implement a strong regional public education program which will increase participation rates in the collection of HHW.

Target population, percentage served and service area:

In Santa Cruz County -- According to the most recent US Census data, (1994), the total population of Santa Cruz County is 237,930 residents. Of these, 43% live in the North County Coast/City of Santa Cruz corridor. In order to properly dispose of any HHW (except uncontaminated used oil and batteries), residents in this area must drive a minimum of 35 minutes and as much as 1.5 hours to access the existing facilities at Ben Lomond and Buena Vista. Driving times depend upon the time of day, the increasing severity of the traffic congestion on Highway 1 and 17, as well as the condition of narrow mountainous routes.

At the Santa Cruz, Moss Landing and Monterey Harbors – The harbor users are currently able to properly dispose of their uncontaminated used oil at each of these harbors; soon, the problem of polluted bilge water disposal will be mitigated. For all other toxics, however, the harbor users must drive to either the Buena Vista Landfill in Santa Cruz County or the Marina Waste Management District in Monterey County.

Monterey Harbor users must drive roughly 20 minutes to dispose of their HHW at the Marina Waste Management District, with traffic congestion normally not a concern. Monterey Harbor berths 413 vessels permanently and last year hosted a total of 1,200 vessels, a number that the Harbormaster feels is able to be served adequately by the HHW facility, at Marina if that program were promoted properly. The Moss Landing Harbor is of similar size. One day temporary collection events to get rid of stockpiles would enhance a good public awareness campaign to promote the Marina HHW facility.

For users of the Santa Cruz Harbor, however, the drive to the Buena Vista HHW facility is anywhere from 45 minutes to 1.5 hours, depending on the time of day. The total number of users last year for the Santa Cruz Harbor was 1,300 vessels docked and 15,000 paid launches. The Santa Cruz Harbor staff feel that the number of users is too great to be served by a remote HHW collection facility. A permanent collection site at the harbor and a good promotion program, along with a one day temporary collection event to mitigate stockpiles, are the best strategies to serve the needs of Santa Cruz Harbor.

Available collection opportunities, location of current HHW facilities, waste types collected and frequency, and amount collected last year: There are currently two permanent HHW collection facilities in Santa Cruz County; these are at the Buena Vista Landfill and the Ben Lomond Transfer Station, respectively, both operated by Santa Cruz County. The two existing HHW collection sites accept the full range of toxics except sharps, ammunition and explosives and are open by appointment and as advertised

during standard business hours depending on the type of material in question. Last year, these facilities collected 1,084,307 pounds of HHW, with 4,814 people accessing the services. This constitutes an overall participation rate of 2% in the existing HHW programs in Santa Cruz County. The industry standard for participation in a permanent HHW collection program is closer to 5%, clearly denoting a need to promote HHW services in the target region.

The two existing collection facilities are not adequate to serve the needs of the entire region because the residents in the North Santa Cruz County Coast/City of Santa Cruz corridor do not have a convenient site to dispose of their HHW. Of the 102,310 residents in this corridor, only 1,375 accessed the existing HHW collection services last year. This constitutes a 1.3% participation rate. The City of Santa Cruz Municipal Landfill is centrally located within the underserved area. Although the City Landfill does currently collect uncontaminated used oil and batteries, it does not offer a full range of HHW collection services. The City Landfill could easily and cost-effectively be expanded for the convenient use of residents in the geographically underserved area of the Northern Santa Cruz County coastal corridor, with the hope of increasing participation throughout the region up to the industry standard for permanent HHW collection facilities in California. Based on historical average usage of the Buena Vista HHW site, the overall net increase may be as high as 3,740 North County Coastal/City of Santa Cruz corridor residents disposing properly of 842,510 pounds of HHW in addition to the amount currently being collected, a potential 77% increase in the proper disposal of toxics in the target region. The regional partners anticipate the increase will be closer to 50%.

Maps illustrating the need for the proposed program:

Please refer to the two maps in the *Attachments* section indicating the target areas to be served with each program proposed component, the locations of existing and proposed HHW collection facilities, and the close proximity of sensitive environments to the underserved areas targeted for new HHW collection sites.

How this grant will assist with meeting the region’s HHW diversion goals:

As part of the Household Hazardous Waste Element approved by the CIWMB for the City of Santa Cruz and Santa Cruz County, a permanent facility at the City Landfill was clearly identified as a specific City goal (pages 7,29,41).

“The City will work in conjunction with the County Program [Ben Lomond and Buena Vista collection facilities] until the time they open a similar facility at the City landfill.”

The need for this collection facility was identified early on in the planning process, but has been difficult to implement due to the initial capital costs of site improvement and equipment purchase. Approval of this grant application will critically assist the City in meeting its HHW collection and diversion goals.

Sections 2 and 3
Objectives and Methodology of the Proposed Program

GENERAL DESCRIPTION AND TIMELINE FOR IMPLEMENTATION:

The City of Santa Cruz and its regional partners propose to provide expanded hazardous waste collection opportunities and appropriate educational outreach for residents in the underserved areas within the target region. The target region includes the City of Santa Cruz and all other incorporated cities and

unincorporated areas within Santa Cruz County, as well as the three harbors surrounding the Monterey Bay National Marine Sanctuary. All of the partners are prepared to move forward immediately upon receiving approved funding for this proposal. Specific timelines are denoted on the work statements, Exhibit C in the *Attachments* section.

PERMANENT COLLECTION FACILITIES:

COMPONENT A: City of Santa Cruz Municipal Landfill HHW Collection Facility

The partners propose to establish a PHHWCF at the City of Santa Cruz Municipal Landfill for collection of HHW from residents in the City and along the North County coastal corridor. The City will utilize in-house construction, installation and site preparation services wherever possible to minimize costs.

Objective (1) Design and Construct a PHHWCF at the City of Santa Cruz Municipal Landfill --

Methodology:

- The City of Santa Cruz will finalize design plans for the planned facility within 60 days of the approval of this grant request. The first round of design work has already occurred, and the planned layout is shown in the Autocad drawings in the *Attachments* section. All final designs will be approved through local Fire, Environmental Health and Building Departments prior to commencement of construction activities. The area required for the footprint of the HHW facility is already in use as a fenced in loadcheck storage area and is thus available for immediate construction of the PHHWCF. Furthermore, the planned traffic flow through the facility fits in well with the existing traffic flow patterns. All of these indicators support a timely opening of the facility to begin servicing residents in the underserved North County area. The City will dedicate many existing resources on-site to the new PHHWCF to minimize costs including the paved space for the facility, an oil tank, lead acid battery storage, existing fencing, and use of the facility forklift.
- The remaining infrastructure items required will be modular and off-the shelf to keep costs low, including two buildings 18’X30’ and 10’X20’ for waste and supplies storage and office space, as well as a 10’X 10’ safety storage building for the reuse area. In-house services will be used for plumbing, electrical and secondary containment berming as well as other site preparations. All operational equipment and supplies will be purchased and staged at the facility for use prior to the facility opening.

Objective (2) Permit PHHWCF at the City of Santa Cruz Municipal Landfill

Methodology:

- An amendment will be prepared to the City’s Solid Waste Permit (facility file # 44-AA-0001) to allow for the collection of expanded waste streams and the potential increase in traffic flow through the facility. Additionally, the Permit-By-Rule for operation of the PHHWCF will be prepared and submitted to the local CUPA (the Environmental Health Department of Santa Cruz County). The City is confident that the CEQA process for this facility will result in approval of a negative declaration based on the fact that it is an expansion of an existing use. Finally, any operational permits, such as a flammables bulking permit from the local Air Quality Control District, will be obtained prior to commencement of facility operation.

Objective (3) Work cooperatively with the Santa Cruz County HHW Program to provide weekly collection service at the new facility and coordinate all collection activities with the other facilities located in the County.



Methodology:

- PHHWCF Operated on a Weekly Basis

The City will subcontract with the County of Santa Cruz HHW Program to provide facility staffing and management services during the initial grant period and beyond. The County’s HHW Program has had successful and compliant operations at their Ben Lomond and Watsonville sites for over five years. Last year, this program received and processed over one million pounds of hazardous waste from households throughout the County.

Objective (4) Fund the program from City of Santa Cruz Public Works Department budgets in perpetuity after the close. of the grant cycle.

Methodology:

- The City plans to incorporate the PHHWCF operations into its municipal landfill operations at the beginning of the grant cycle and beyond. Matching grant resources and future funding for this additional service will come from the City’s Solid Waste Enterprise Fund which receives revenue from garbage service fees as well as tipping fees at the City’s Landfill. The landfill is estimated for closure in the year 2038, at which point tipping fees will continue to be recovered for MRF operations and waste transfer operations. These funds will be adequate to cover the increased operational costs of providing this service at the City’s Landfill.

COMPONENT B: Santa Cruz Port District HHW Collection Facility

The regional partners propose to establish a permanent HHW collection facility for harbor residents, businesses, and recreational users served by the Santa Cruz Port District. The Santa Cruz Harbor requires minimal additional infrastructure to effectively serve harbor users in properly disposing of the HHW they generate. Harbor staff will coordinate installation of the new facility, manage the program and transfer all collected wastes to the HHW collection facility at the Buena Vista Landfill, thus maximizing cost efficiencies and utilizing an existing disposal service.

Objective (1) Design and implement collection infrastructure at the SC Harbor

Methodology:

- The Santa Cruz Port District has already identified an excellent location for the facility, which will simply consist of a safety storage locker with adequate compartments to segregate hazard classes, safety equipment such as a fire extinguisher and an eyewash/shower and security fencing. All final designs will be processed through the Fire, Environmental Health and Building Departments prior to commencement of installation. Initial plans have been drawn up and are provided in the *Attachments* section for CIWMB review.
- Due to the pre-fab nature of the planned storage, minimal design work will be required, and all site improvements may be handled by the in-house harbor staff. The harbor will be directly responsible for overseeing and implementing the construction of the facility, with technical support as needed from the community partners involved in the grant. As is outlined in the budget, the harbor will be contributing all site improvements and management of this construction in-kind to the program.

Objective (2) Provide HHW collection services on a weekly basis to all Santa Cruz Harbor residents, commercial vessels, and recreational boaters.

Methodology:

- Train the staff at the Santa Cruz Harbor. The Santa Cruz harbor staff have extensive experience in designing, constructing and implementing various technical programs at their harbor and require only additional training in the area of hazardous waste handling and worker safety. The staff will be sent to a certified training agency to receive 40 hours of OSHA approved health and safety training. On-going technical and operations information assistance for their work will be provided by the applicable partners to the grant, including Ecology Action and the County of Santa Cruz HHW Program staff.
- Acquire permits and variances for program. In order to simplify permitting and minimize expenditures for this program, the facility will be considered a hazardous waste storage location. Harbor staff will transport the materials to the permanent HHW facilities at Buena Vista. In order to appropriately manage this, local harbor permits do not need to be modified. The local CUPA has initially reviewed the plans for this activity and indicates that a Hazardous Material Management Plan (HMMP) amendment must be filed, and further indicates that approval for that amendment, based on the initial plans, should be easily achieved. The primary tool that will be most critical to the Santa Cruz Harbor program's success will be the acquisition of a CESQG transportation variance that allows CESQGs, in this case the harbor staff, to transport their monthly allowance of waste to one of the HHW facilities located in Santa Cruz County in one trip. This type of variance is common to many HHW programs in the state and should be easily acquired by the County's successful and compliant HHW program.
- Operate the new collection service on a weekly basis. Santa Cruz Harbor staff will offer drop-off services to harbor residents and boaters on at least a weekly basis. Based on the harbor's staffing needs and the feedback from participants, the collection may occur at a routine time each week, or may be managed on an appointment basis through the Office of the Harbor Master. Additionally, all harbor staff are immediately reachable via a radio system, so the staff may respond on-call to any critical situation that may arise. They will incorporate the staffing and supply costs of these on-going services into their routine operations budget.

The collected wastes will be segregated into basic hazard classes in the storage locker as they are collected. When the waste volumes are nearing 220 pounds (100 kg of waste) the wastes will be transferred into storage tubs, still segregated by hazard class, and will be transported under the variance to the PHHWCF. The wastes will be transported every 90 days whether or not the maximum volumes have been reached in order to stay in compliance with hazardous waste storage regulations. As is required by the standard variance, the wastes will be transported in a harbor-owned vehicle, which is currently in their fleet and does not require purchase under this grant.

TEMPORARY OR MOBILE COLLECTION

As proposed under the Permanent Collection Facilities *Section (Component B, Santa Cruz Port District HHW Collection Facility)*, and the Publicity and Education Section (*Component B, Monterey Marine Sanctuary HHW Education Program*), it is the intent of the harbor masters in cooperation with all the regional partners to implement a behavior change program that reduces the amount of toxic materials improperly disposed of within the harbor's solid waste systems and the Marine Sanctuary waters.

A critical element of this behavior change program is to provide and promote collection opportunities for these toxics, and offer a way for the harbor users to easily enact the desired behavior change. The program

partners are convinced that the most effective way to accomplish this goal is to offer a special temporary collection event at each harbor, specifically for harbor users. These events will additionally serve to address the backlog of storage of these materials and educate harbor residents and boaters about the availability of permanent HHW collection opportunities in, or near, their harbor.

Objective (1) Hold one special temporary collection event at three of the harbors surrounding the Monterey Bay National Marine Sanctuary (Monterey, Moss Landing and Santa Cruz).

Methodology:

- Hire a contractor to provide turnkey services for three special collection events. These events are estimated to serve approximately 80 harbor users. The services provided by the contractor will be turnkey, from hazardous waste collection and packaging through to transportation and disposal. Turnkey services will be critical to completely removing the backlog of wastes from the harbors and local hazardous waste management systems.
- Promote each special collection event. The collection events will be promoted through the harbors' routine outreach materials, which include newsletters and postings around the harbors. Additionally, the dates and times of the special kick-off events will be promoted through the Save Our Shores "DockWalker Program" and other outreach avenues as outlined in the *Publicity and Education* Section of this application.
- Operate the special collection events. The hired contractor will provide all hazardous waste handling and management services on-site at these events. Staff teams from the appropriate program partners will be on-site to provide information and educational materials to participants about hazardous waste impacts, issues, and collection opportunities. The staff will additionally oversee the hired contractor and will administer surveys to collect important awareness and program use data to evaluate the success of the program and to fine-tune future promotion programs to be more effective.

Publicity and Education

Comuonent A:

Expand the existing baseline regional education and outreach campaign.

The County of Santa Cruz has established a baseline HHW publicity and education program on behalf of all the areas within the target region. This program consists of media ads, community presentations when requested and promotional materials that list the collection locations, hours of availability, types of waste collected, and possibilities for reuse of materials. The regional partners propose to enhance and expand this program with a collaborative effort in which all of the regional partners assist the County in reaching specific groups where there is a strong possibility of collecting increased quantities of HHW and reducing HHW consumption.

Objective (1) Form a SCP3! Team (Santa Cruz Pollution Prevention Partners) to assist the County in expanding the current regional education program. County staff will fulfill the role as facilitator of this group, with the focus on leveraging existing HHW resources to maximize the expanded education and outreach efforts proposed here. This team would be a working network of pollution prevention program staff from all interested agencies currently promoting pollution prevention as part of their mission. Agencies may include Environmental Health and Public Works Departments, Human Health Agencies, Air Quality Districts, Stormwater P2 Programs, energy conservation groups, and the Monterey Bay National Marine Sanctuary, among others. This group will initially act as an advisory

committee whose task is to assist the regional partners in refining the HHW Education Program proposed here, with the eventual goal of evolving into a long- term strategic planning group for pollution prevention programs in the Santa Cruz region.

Methodology:

- Identify appropriate groups and gauge interest.
- Coordinate a series of team “steering committee” meetings to refine priorities for HHW education tasks and materials as proposed here, and provide technical and efficiency feedback on both before the final regional public awareness program is implemented. The results of these meetings will not only benefit the HHW outreach efforts proposed under this grant, but improve all P2 materials and outreach efforts in the region.

Objective (2) With the SCP3 Team, create a collaborative regional public awareness and education program which will enhance the existing baseline effort. The regional program will include these elements:

- (a) **Define HHW and the environmental consequences of improper use and disposal, as well as the benefits of source reduction.**
- (b) **Continue to provide logistical information on the regional collection, reuse and recycling programs, including locations, hours of business and materials accepted.**
- (c) **Assist in completing the existing effort to identify less-toxic alternatives to commonly purchased HHW.**
- (d) **Develop a two year promotion plan to enhance the existing outreach program using elements (a) through (d) as listed above using the following means:**
 - **media avenues (news ads, radio, press releases, newsletters and PSA’s);**
 - **printed promotion materials (brochures, flyers, mailers, billing inserts);**
 - **in**
- (e) **Define specific ways to customize elements of the regional HHW publicity program as listed above for use by the individual Cities within the region for the purpose of targeting their own residents.**

Methodology:

- (1) Research and review existing materials that provide public awareness information as listed above in (a) through (d). Refine the information to make it relevant to the needs of the target region. Define how the information will be used within the context of the regional outreach program.
- (2) Develop a two year plan to appropriately use the outreach methods listed in (d) above. This plan will include a detailed calendar of regional outreach tasks as well as all promotion activities targeted for specific areas within the region. All elements of the plan will be collaborative and be complimentary to the regional goal of preventing HHW pollution, using common promotion materials wherever possible as well as making group media purchases using grant and local in-kind funds. At a minimum, this plan will include:
 - (a) Development of a printed regional guide to HHW management. The guide should be generic enough to be an effective education tool to generally educate residents in all areas of the region, and flexible enough to be customized for use within specific Cities. Research and gather strong examples of effective HHW program promotion and education. With SCP3! Team input, review these materials and develop a guide appropriate for the Santa Cruz region which includes specific

collection opportunity info for all regional facilities, as well as HHW hazard awareness and toxics use reduction themes.

(b) Development of a specific campaign targeted at residents who are moving in or out of the area. This will include purchase of the proven n-i-colored Moving In/ Moving Out brochure initially successfully piloted through Contra Costa County in Northern California. This brochure will be personalized to include City and County of Santa Cruz HHW Collection Facility information. The brochure will be provided to real estate offices and to realtors through association meetings. These professionals and businesses will be targeted due to their direct connection with residents moving in or out of homes, a time when the issue of HHW disposal is most present in their minds and is perceived as a critical issue.

(c) The current HHW collection facilities do not accept waste from CESQGs, so informational materials are critical to preventing non-point source pollution from this target group. Development of outreach materials specifically for Conditionally Exempt Small Quantity Generators will include the elements as listed above in (a) through (c), as well as information on best management practices specifically around the use, cleanup, disposal and reuse of paint which constitutes 80% of HHW.

(d) Development of two portable education displays. These displays will effectively communicate the hazards, issues and impacts associated with HHW for use at events and community meetings. Graphics will be extensively utilized to engage participants.

(e) Development of a calendar of community events, university classes, public meetings and other venues through which the portable education displays may be used to assist with a community presentation about HHW. Coordinate a "speaker's bureau" to attend these community events. Include paid contractor staff as well as speakers who are local agency experts on HHW.

(3) Use of free publicity opportunities. These will include press releases, newsletter and newspaper articles, and community service announcements which will serve to heighten overall awareness of HHW issues.

Objective (2) Define specific ways to customize elements of the regional HHW publicity program as listed above for use by the individual Cities within the region for the purpose of targeting their own residents. Specifically, the City of Santa Cruz has identified the need to provide an extensive program to educate and notify the residents of the North County Coastal/City of Santa Cruz corridor about the new HHW collection site at the City Municipal Landfill. What follows are the elements of the customized education program for the North County Coastal/City corridor. If this grant request is funded, the SCP3 Team will define how other Cities within the region may be able to customize the regional program described in Component (A) above.

Methodology:

- Develop and implement a City-wide public education and outreach campaign using elements developed through the regional promotion program wherever possible. A broad-based media campaign will be deployed to inform the public at large about the new facility at the City's Municipal Landfill. The media campaign would include press conferences, newspaper ads, public service announcements, press releases and news articles in local papers.
- Target Specific Users of the Landfill Facility. Create handouts for gate attendants and load-check personnel to give to frequent users of the landfill facility. Those that are using the facility tend to return to the facility. This would reinforce the educational process and would also encourage frequent users to clean out stored HHW.

- Create a portable education display and a permanent landfill sign defining HHW. Many residents may be throwing items directly into the garbage without knowing that they are hazardous wastes. The display and the sign will be visual and educational tools that will illustrate what, and what is not, considered Household Hazardous Waste.
- Develop a campaign to encourage the public to utilize the re-use locker at the City’s HHW site as well as other sites in the region. As the City collects the HHW, the public will be given the opportunity to make use of the discarded materials. The education and media campaign would also promote using up HHW and then encourage the users to try more environmentally friendly products in the future.

Component B: Monterey Marine Sanctuary HHW Education Program

A publicity and education program will be developed and implemented to inform commercial fishermen, harbor residents, recreational boaters, and school children who use the harbors surrounding the Monterey Bay National Marine Sanctuary about the proper use and disposal of HHW. This outreach program will include HHW educational materials and resource information regarding the proper disposal, reuse and recycling of HHW, as well as the non-toxic alternatives to using toxic materials and products. These audiences will be targeted due to their high potential for polluting the harbors and sanctuary and opportunity for long-range behavior modification. This component will be implemented by the Water Quality Protection Program of the Monterey Bay National Marine Sanctuary in conjunction with other community based organizations (cbo’s) currently working on non-point source pollution issues in Santa Cruz County. These cbo’s include Save Our Shores, the Santa Cruz Chapter of the Surfriders Foundation, and O’Neill’s Sea Odyssey.

Objective (1) In order to encourage use of the permanent HHW collection facility at the Santa Cruz Harbor and the proposed temporary collection events, a publicity and awareness program will be developed and implemented. As is relevant and appropriate, this program will utilize materials and information which will be gathered by the SCP3! Team for the baseline regional HHW education campaign proposed above.

Methodology

- (a) Alert boaters to the temporary collection events at Monterey, Moss Landing, and Santa Cruz Harbors. Produce flyers and distribute in regular harbor mailings, e.g., with billing statements. Announce collection events in newsletters. Produce notices (in both English and Vietnamese) to indicate location and times of collection events, acceptable/unacceptable materials, etc., and post near loading ramps, at fuel dock, at solid waste receptacles and waste oil tanks, at gateways to berths, at the harbormaster’s office, and other high-use locations.
- (b) Announce opening of permanent collection facility at the Santa Cruz Harbor. Produce flyer to alert boaters about the opening of the facility and to encourage its use. Distribute flyer through regular harbor mailings. Create announcements in boater newsletters, etc. Produce permanent signage to indicate location and procedure for dropping off hazardous and toxic materials, acceptable/unacceptable materials, etc., and post at solid waste receptacles and waste oil tanks, and other high-use areas.
- (c) Distribute education materials to 4,000 public school students, teachers and parents you receive harbor tours and education from O’Neill’s Sea Odyssey Program each year. This program provides marine-specific education to schools from all over the target region. For a more complete explanation of this program, please refer to the recent news article in the *Attachments* section.

(d) Engage the staff and sailing crew of the O’Neill Sea Odyssey Program as spokespersons for the permanent HHW collection facilities available to harbor users and to promote the use of less toxic materials and best management practices for boat maintenance. The O’Neill vessel would then be a showcase for the proper use and disposal of HHW, with the O’Neill crew acting as advocates for the harbor’s HHW program to both commercial and recreational boaters. .

Objective (2)

In order to promote boat maintenance products and methods that generate less pollution, a technical information and education program will be developed and implemented. This will include an investigation and promotion of existing boatyard best management practices, and least-toxic products.

Methodology

(1) Educate boaters about environmental and legal consequences of improper disposal of hazardous and toxic materials. Produce informational poster and brochures. Display poster and brochures at harbormasters’ offices and other high-use areas. Employ Save Our Shores’ Dockwalkers program to use volunteers to distribute brochures and to educate boaters about proper hazardous and toxic waste disposal, and to encourage use of the drop-off facilities.

(2) Assess and promote products, equipment, and maintenance techniques that reduce toxic emissions and discharges. The targeted audience for technical information components listed below will include both resident and transient boaters, and harbor/boatyard staff. Materials will also be translated in order to reach the Vietnamese fishing community.

(a) Underwater hull maintenance. Compile a list of marine supplies such as bottom paints, primers, and cleaning materials whose contents are less toxic or that break down quickly within the marine environment. Compile a list of options for less toxic products from existing summaries, and include analysis of alternative paints and maintenance procedures for environmental benefits and cost-effectiveness. Educate boaters about these products and promote their use by distributing the compiled information to boaters via Save Our Shores’ Dockwalkers program, along with information on the new hazardous waste pickup facilities at the harbors. Encourage product demonstrations by manufacturer representatives. Consolidate and promote regional guidelines for bottom paint preparation to decrease premature detachment from hulls.’ Encourage businesses involved in hull painting to adhere to these guidelines, while building upon existing best management practices.

(b) Assess and promote new stripping and refinishing technologies. Compile a list of equipment and maintenance techniques for stripping and refinishing operations that reduce emissions and discharges. Build upon and promote existing boatyard best management practices. Examples include: heat scrapers for small work, alternatives to varnish for ultra-violet protection, tools for collecting sand during in-slip work, and equipment to collect waste material stripped from hulls. Invite manufacturer’s representatives to provide product demonstrations, where possible incorporating them into existing meetings of the boating community.

(3) Coordinate with the Santa Cruz Chapter of the Surfriders Foundation to expand their existing storm drain stenciling project to concentrate on residential and business neighborhoods surrounding the harbors and at key spots within the region where illegal dumping of HHW has been documented.

Section 4 - Evaluation

PERMANENT COLLECTION FACILITIES

Process evaluation of this program component will be conducted by determining whether the following objectives were met:

- 1) Establish a permanent HHW Collection Facility at the City of Santa Cruz Municipal Landfill and open it to the public;
- 2) Establish a permanent HHW Collection Facility at the Santa Cruz Harbor and open it to the public.

Outcome evaluation of this program component will be determined by collecting the following:

- 1) Establish baseline of HHW collected in the target region
Obtain current volumes of HHW collected from Santa Cruz County HHW Program Manager.
- 2) Amount of HHW collected at new facilities
Volumes of collected materials will be quantified and recorded by City Landfill staff and Santa Cruz Harbor staff. These quantities will be monitored by the Regional **Steering Committee** on a monthly basis. Diversion quantities will be reported to the CIWMB via progress reports.
- 3) Analysis of Trends
Diversion quantities will be utilized to determine the periods throughout the year in which collection levels fluctuate. This information could be used to plan the timing for promotional campaigns.
- 4) Compare baseline data with volumes collected from new facility
A comparison of these figures will determine program success. Our goal is to increase baseline diversion quantities by 20%.
- 5) Evaluative Reports
Periodic and annual evaluative reports will be submitted to the CIWMB on a regular basis. Progress Reports will be composed according to the Procedures and Requirements documents provided by the CIWMB.

TEMPORARY MOBILE COLLECTION

Process evaluation of this program component will be conducted by determining whether the following objective was met:

- 1) Conduct a temporary collection event combined with a promotional “kick-off” at the Monterey, Moss Landing and Santa Cruz Harbors.

Outcome evaluation of this program component will be determined by collecting the following:

- 1) Amount of HHW collected at temporary collection events
Volumes of collected materials will be quantified and recorded. Diversion quantities will be reported to the CIWMB via progress reports.
- 2) Number of participants
Temporary event staff will record the number of event participants.
- 3) Participant surveys
A short written survey will be developed to record the demographic data of participants and their awareness of existing collection opportunities. This information will be utilized to custom design the Publicity and Education outreach program component.
- 4) Evaluative Reports
Periodic and annual evaluative reports will be submitted to the CIWMB on a regular basis. Progress Reports will be composed according to the Procedures and Requirements documents provided by the CIWMB.

PUBLIC EDUCATION

Process evaluation of this program component will be conducted by determining whether the following objectives were met:

- 1) Form a SCP3 Team and coordinate steering committee meetings with the appropriate community stakeholders.
- 2) Develop and implement a regional public awareness campaign. Track the quantity and content of outreach activities including in-person presentations, newspaper inserts, garbage can hangers, utility bill inserts, press releases.
- 3) Develop and implement a specific campaign targeting individuals who are changing residences.
- 4) Develop, produce, and/or purchase HHW information materials; track the quantity of materials distributed.
- 5) Develop 2-4 portable education displays; track the number of events in which the displays are utilized.

Outcome evaluation of this program component will be determined by collecting the following:

- 1) Establish baseline of public awareness of HHW
Implement a telephone survey at the onset of the program. Survey respondents will be randomly selected from a list of phone numbers in the region. The survey will contain a small amount of close-ended (yes/no) questions designed to demonstrate an awareness of HHW definitions, knowledge of facility locations, and frequency of facility usage.
- 2) Implement a second survey one year later
The same survey described above will be conducted exactly one year after the program has begun.
- 3) Compare baseline data with data from 2nd survey
Baseline data will be compared to data from the administration of a second survey to evaluate program success. We consider 50% increased awareness or participation on any of these criteria to be successful.
- 4) Compare baseline collection volumes with volumes collected from new facility
An increase in the use of HHW collection facilities is reflective of the effectiveness of the information campaign: Our goal is to increase baseline diversion quantities by 20%.
- 5) Evaluative Reports
Periodic and annual evaluative reports will be submitted to the CIWMB on a regular basis. Progress Reports will be composed according to the CIWMB Procedures and Requirements documents.

Section 5: Budget Narrative

As mentioned in the needs section, implementation of the collection facility program at the City of Santa Cruz Municipal Landfill as identified in the CIWMB approved HHWE has not yet occurred due to the high capital and equipment expenditures required for program start-up. The City of Santa Cruz is highly committed to maximizing program resources to implement and operate the program, and is requesting infrastructure grant funding only to assist with the costs necessary to cover the start up and initial program expenses.

The attached Budget (see Attachments, Exhibit E) outlines the expenses associated with constructing and operating the PHHWCF at the City’s Municipal Landfill, as well as a PHHWCF site at the Santa Cruz Port District. The education and outreach activities critical to making the new and existing collection infrastructure successful have been identified as well, including “kick-off” promotional collection events at the Monterey Bay National Marine Sanctuary harbors. In general, all large item or operational service purchases will be competitively bid to maximize value received from expenditures. The existing outreach programs of local community based organizations will be used to maximize the return on education dollars spent. Additionally, many in-kind items and services have been committed to this program and are listed in the columns next to the CIWMB expenditure column. Specific comments for each Budget Section are as follows:

Permanent Collection Facilities

The City of Santa Cruz, in addition to providing the prepared site for the municipal landfill PHHWCF, will provide in-kind: site design and permitting, fencing, a forklift, a 1,000 gallon oil tank, and three battery storage pallets. The City will also cover the 10% construction contingency needed for the project and a portion of the costs of disposal of collected wastes. For the Santa Cruz Port District site, all site design, permitting, and site preparation expenses will be covered in-kind by the District. In general for both sites, assembly of pre-fab units was chosen for providing the most flexibility and are also the most cost effective means of constructing the facilities. Cost quotes for these items, and for the purchase of the initial facility equipment and supplies have been attached.

Temporary/Mobile Collection

This component will be competitively bid to ensure the maximum services are received for the minimum required expenditures. The current contractor for the County program, who has demonstrated their cost effectiveness and reliability, has provided the quote for this program component (see *Attachments*).

Publicity and Education

Both local media dollars and in-kind staffing services have been committed to this program. Existing successful local outreach programs will be utilized to maximize effectiveness with minimum expenditures. The education component in total is just over 20% of the anticipated total program costs.

Personnel/Other

A large amount of in-kind services have been committed in this area. The City will manage all facility permitting, initial construction oversight, on-going project management, grant administration, and City specific education and outreach work in-kind. The City will also cover half of the new facility staffing costs. The Santa Cruz Harbor District will manage facility design and permitting, complete all site preparations, operate the harbor facility, oversee the collection program and coordinate on the harbor education and outreach in-kind. The County of Santa Cruz will provide program assistance, outreach media ads and education staff time.

The County of Santa Cruz will be contracted by the City to staff the facility with two staff one-day per week for the duration of the grant cycle. Half of these costs are being requested in this application. By using the County staff versus private contractors who charge \$50 to \$60 per hour, the program saves an estimated \$16,600 to \$24,400 annually.

Section 6 Competitiveness, Experience and Letters of Support

The City of Santa Cruz and the regional participants have included all information required to obtain an HHW grant. This application contains letters of support and participation, brief biographies of key DPW staff, site plans and cost estimates, re-refined oil and green procurement policies, maps of the region to be served and existing HHW sites, sustained funding plan letters, and all exhibits and other documentation as required by the CIWMB. Please refer to the *Table of Contents* for a full list of the letters written by regional participants and supporters included here in the *Attachments* section.

Section 7: Local jurisdiction's green procurement policy

Documentation is included in the *Attachments* section to affirm that the City currently has a green procurement policy prioritizing the use of recycled products and implementation of other waste reduction

measures. Documentation is also included to affirm that the City is currently using re-refined oil exclusively in its local vehicle fleet.

Section 8: Programs for Rural and Underserved Areas

Figures from the California Department of Finance Demographics Unit and the Santa Cruz Chamber of Commerce show that 43% of Santa Cruz County’s population reside within 20 miles of the City Municipal Landfill. Although the Buena Vista HHW facility is available to these residents, they must drive as far as 50 or more miles to properly dispose of their HHW. The proposed program would provide convenient permanent collection programs for North County residents and businesses as well as users of the three harbors surrounding the Monterey Bay National Marine Sanctuary.

Section 9: Multi-jurisdictional HHW Programs

The City of Santa Cruz and its regional participants will to work together on the proposed program to meet the following regional needs:

- Provide a permanent convenient collection facility at the City of Santa Cruz Municipal Landfill and at the Santa Cruz Port District, both of which are currently underserved.
- Increase the amount and types of waste currently collected at City of Santa Cruz Municipal Landfill and the Santa Cruz Port District.
- Implement a regional HHW education program to direct residents toward existing and new services.
- Reduce the potential for non-source point pollution of the watershed surrounding the Monterey Bay.
- Address the concerns of employees and risk managers of the fire districts and refuse haulers throughout the target region who are dramatically affected and concerned by the improper storage and disposal of HHW. By doing so, the proposed program incorporates their cooperation and support into program implementation, resulting in a much more cost-effective and consistent regional approach to the proper disposal and recycling of HHW.
- Utilizes the existing resources of staff, general operating revenues, regulatory activities, facilities, etc., many partners, and fosters cooperation toward shared responsibilities and economics.

Section 10: Additional types of HHW to be collected

The City of Santa Cruz Municipal Landfill and the Santa Cruz Harbor currently accept uncontaminated used oil. With the proposed program, the facility will collect the full range of toxics, including, but not limited to:

Paints and varnishes, (oil-based and latex)	Antifreeze
Oxidizers, solvents, gasoline and thinners	Contaminated oil
Aerosols & small compressed gas cylinders	Acids and bases
Pesticides, Insecticides, Fungicides	Batteries

Section 11: HHW Grant Funding Background

The City of Santa Cruz has not received HHW funding during the last three grant cycles.

Section 12: Permanent & Sustainable HHW Collection Facility

This proposal seeks to establish two new permanent HHW collection facilities. The City estimates that these facilities, coupled with existing programs, will meet the HHW needs of the target region through the year 2038. Permanent sustained funding for operations, supplies, facility maintenance, transportation and waste disposal will be provided after this grant ends by the City of Santa Cruz for their Municipal Landfill site, and by the Santa Cruz Port District for their new program. Please refer to the *Attachments* section for letters affirming these future funding plans.

EXHIBIT D

0276

Itemized Budget

Permanent Collection Facilities	CIVIL FUND	In Kind	In Kind Agency
ESTABLISH ONE COLLECTION FACILITY AT THE SANTA CRUZ MUNICIPAL LANDFILL			
Construct Site Design, Plans, Specs, Bid Doc Prep, Construction Admin.		SEE PERSONNEL	City of Santa Cruz
Construct pad and containment	\$ 3,000.00		
Construct asphalt berms for facility	\$ 660.00		
Installation of electric and water	\$ 3,600.00		
Seal pad	\$ 1,750.00		
Fencing	\$ 3,000.00	\$ 1,500.00	City of Santa Cruz
Purchase and install metal roof for processing area (Awnings)	\$ 3,831.00		
Purchase and install Buildings			
10' X 10' Safety Storage building for Reuse Area	\$ 11,956.00		
18' X 30' waste storage	\$ 15,251.00		
10' X 20' office and supply storage	\$ 2,673.00		
Equipment Latex Paint Blenders (2)	\$ 700.00		
Emergency Eyewash and Shower	\$ 500.00		
Fire Extinguishers (2 @ \$110)	\$ 220.00		
% Contingency on Capital Improvements and Equipment		\$ 4,714.00	City of Santa Cruz
Operating Supplies			
Start-Up Equipment	\$ 4,529.00	\$ 18,000.00	City of Santa Cruz
On-Going Materials and Supplies (2 years @ \$13,445)	\$ 26,890.00		
Transportation			
HHW Transportation and Disposal from Dimeo Lane Facility	\$ 25,000.00	\$ 48,000.00	City of Santa Cruz
Subtotal Santa Cruz Municipal Landfill Facility	\$ 103,560.00	\$ 72,214.00	
ESTABLISH ONE COLLECTION FACILITY AT THE SANTA CRUZ PORT DISTRICT			
Construct Site Design, Plans, Specs, Bid Doc Prep, Construction Admin.		SEE PERSONNEL	Santa Cruz Harbor
Construct pad and containment	\$ 1,200.00	\$ 2,000.00	Santa Cruz Harbor
Plumbing (water for safety shower)		\$ 1,150.00	Santa Cruz Harbor
Fencing	\$ 800.00		Santa Cruz Harbor
2 cabinets plus shed for waste drop off	\$ 3,600.00		
10' X 10' Safety Storage Locker for waste storage	\$ 11,956.00		
Equipment			
Emergency Eyewash and Shower	\$ 500.00		
Fire Extinguishers (2 @ \$110)	\$ 220.00		
Supplies			
Plastic tubs for waste segregation and transport (20 @ \$15)	\$ 300.00		
Personal Protective Equipment			
Latex Gloves (2 boxes @ \$18)	\$ 36.00		
Chemical Gloves (4 bags @ \$16)	\$ 64.00		
Tyvek Aprons/Suits (50 sets @ \$4)	\$ 200.00		
Safety Glasses (12 pair @ 2)	\$ 24.00		
Ziplock bags for leaking containers (50 @ \$66)	\$ 33.00		
Universal absorbent pads for spill cleanup (1 bag @ \$65)	\$ 65.00		
Absorbent material for spill cleanup (20 bags @ \$4)	\$ 80.00		
Spill Kits (Shovel, broom, dustpan, bucket) (2 @ \$25)	\$ 50.00		
Subtotal Santa Cruz Port District Facility	\$ 19,128.00	\$ 3,150.00	
TOTAL PERMANENT COLLECTION FACILITIES	\$ 122,688.00	\$ 75,364.00	
TEMPORARY/MOBILE COLLECTION			
CONTRACTOR COST TO IMPLEMENT 3 HARBOR KICK-OFF EVENTS (1 event each at Santa Cruz, Moss Landing and Monterey Harbor) See quote from professional consultant in Attachment Section)	\$ 22,747.00	\$ 4,454.00	Monterey Regional Waste Mng. Dis Santa Cruz Co.
TOTAL TEMPORARY COLLECTION EVENTS	\$ 22,747.00	\$ 4,454.00	

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EXHIBIT D

Itemized Budget

0277

PUBLICITY AND EDUCATION	CWMB FUNDS	in-kind	in-kind Agency
Ecology Action Contractor Cost to Assist w/ Regional Program (24% FTE 2 yrs)	56,700.00	\$ 7,500.00	Ecology Action
Material Expenses for Regional Program:			
Misc. fees for acquisition of existing HHW ed materials	1,500.00		
Graphics consultant to develop regional guide	3,500.00		
Moving In/Moving Out brochures (10,000)	6,000.00		
Two portable education displays	2,200.00		
Misc. Printing costs for promotion materials (newspaper & hauler bill inserts, flyers , posters, mailers, labels)	4,000.00		
Graphics for 2 portable education displays	1,000.00		
TBD promo materials (brochure holders , " clean-it " guides, etc)	1,500.00		
Mileage 2400 miles @ 5.24 mile	576.00		
Media Ads		\$7,528.00	anta Cruz County
City of Santa Cruz Municipal Landfill HHW Outreach Material Expenses			
Media Ads	3,540.00		
Printing and customization for promotion materials	1,200.00		
1 portable education display	1,100.00		
1 permanent sign al new HHW facility	750.00		
Printing cost for mailer and postage	5,400.00		
Monterey Bay National Marine Sanctuary Foundation			
Foundation staff to implement harbor program (15% FTE 2 years)	15,600.00		
Save Our Shores (5% FTE for 2 years)	5,200.00		
Vietnamese outreach staff/translator (75 hours @ \$20)	1,500.00		
Harbor signage (2 @ 5600 and 3 @ \$100)	1,500.00		
Print brochures, flyers & notices	4,500.00		
Supplies/support for manufacturer demonstrations	1,500.00		
Mileage (1000 miles @ \$.24/each)	240.00		
Foundation cost for accounting and contract management (10%)	3,054.00		
Surfriders Foundation (Contractor Cost to implement Storm Drain Stenciling)	2,500.00		
O'Neill Sea Odyssey Program (Contractor Cost to Implement School Outreach 8 Spokesperson Program to the Harbor Users)	5,000.00		
TOTAL PUBLICITY AND EDUCATION	\$ 129,560.00		
PERSONNEL/OTHER	CWMB FUNDS	in-kind	in-kind Agency
City of Santa Cruz, Superintendent of Waste Disposal (800 hours @ \$46.80/hour--fully loaded rate, incl. admin.)		\$ 37,440.00	City of Santa Cruz
City of Santa Cruz , Waste Reduction Coordinator (200 hours @ \$46.80/hour--fully loaded rate)		9,360.00	City of Santa Cruz
Santa Cruz Harbor Master (program oversight, construction mmgt) (104 hours @ \$30.00/hour--fully loaded rate)		3,120.00	Santa Cruz Harbor
Santa Cruz Harbor Staff (Waste collection and trans) (1456 hours @ \$30.00/hour--fully loaded rate)		43,680.00	Santa Cruz Harbor
County of Santa Cruz, Environmental Programs Manager (260 hours @ \$62.41/hour--fully loaded rate)		16,227.00	Santa Cruz County
County of Santa Cruz, Publicity and Education Coordinator (200 hours @ \$26.81/hour--fully loaded rate)		5,362.00	Santa Cruz County
County of Santa Cruz, Hazardous Waste Technician (1632 hours @ \$30.68/hour--fully loaded rate)	25,000.00	25,070.00	City of Santa Cruz
TOTAL PERSONNEL/OTHER	\$ 25,000.00	\$ 140,259.00	
GRAND TOTAL	\$ 299,995.00 CWMB	\$530,546.00 In Kind	